

JIN CHENGHUAN

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QUALIFICATIONS

- ♦ 10 years' experience as product researcher.
- ♦ 4 years' experience improving UX with A/B testing, eye tracking.
- ♦ Experience of interviewing more than 500 Japanese testers.
- ♦ Experience improving UX of EC site and ERP software.
- ♦ Worked as a Web/Mobile App director for 6 years.
- ♦ Managed 50 part-time workers for 2years in mail-order warehouse.
- ♦ Managed web design team of 3 members for 2years.
- ♦ Managed 3 contract researcher for 4years.
- ♦ Certified Human Centered Design Professional.
- ♦ Acquired Color Coordination the Second Level Qualification.
- ♦ Coaching Management Leader Course Completed.
- ♦ Passed N1 of the Japanese Language Proficiency Test.

Method for Research

- ♦ Qualitative: Usability Testing, User Interview, Ethnography, Behavioral observation.
- ♦ Quantitative: Online Survey, SUS, NPS, A/B Testing, Eye Tracking.

Method for UX Design

- ♦ Brainstorming, Custom Journey, Story Board, Service Blueprint, KA method.
- ♦ Prototype, Wireframe.
- ♦ Catalog System for big scale product.

APPLICATIONS AND TOOLS

- ♦ Photoshop, Illustrator, Dreamweaver, Adobe XD, After effect, Adobe Sign
- ♦ Eclipse, Sketch, Painter, Zeplin, Prott, Kaizen Platform, Figma
- ♦ Word, Excel, PowerPoint.

EXPERIENCE

Asurion Japan Holdings G.K.

Nov 2019-

Asurion Japan Holdings G.K. is the Japanese subsidiary of Asurion, LLC which provides insurance of smartphones, tablets, consumer electronics.

Product Research Lead.

- ♦ Introducing product research methods into the company.
- ♦ Design and improvement research process, document.

- ♦ Management contracts with external research companies(vendors)
- ♦ Management of research budget.
- ♦ Management of contract researchers.
- ♦ Planning, conducting, and improvement of quantitative and qualitative research.
- ♦ Analyzing and Providing insights for Leader layer and product-related coworkers.

CoachA Co., Ltd.

May 2018-Nov 2019

COACH A is a Global Executive Coaching Firm. This company use “Coaching” to create "leaders who can initiate and drive change" so that they can build thriving, creative organizations.

New Service Development Team.

- ♦ Promoting Human Centered Design thinking and Design thinking in company.
- ♦ Project Manager for UI/UX improvement Project.
- ♦ Develop our own UX design, evaluation method.
- ♦ Leading brainstorming, Customer Journey, interview for planning products.
- ♦ Using Usability Testing, Prototype for testing hypothesis.
- ♦ Create method to cause innovation from UX/CX sight.

Works Applications co., Ltd, Tokyo

Feb 2017-Jan 2018

It is the largest ERP system manufacturer in Japan. The product “HUE” is based on machine learning technologies (AI) to automate tasks and improve processes.

UX Researcher in UI/UX department.

- ♦ Plan and implement Usability Testing for AI ERP Software “HUE”.
- ♦ Introduced Eye Tracking for Usability Testing.
- ♦ Establish and strengthen the environment for Usability Testing.
- ♦ First time for ERP software, Implement Usability Testing with true client Data.
- ♦ Build environment with OpenStack for cost savings.
- ♦ Improve the visibility and efficiency of Usability Testing.

Proto Corporation co., Ltd, Tokyo

Dec 2014-Jan 2017

*It's a company mainly issuing secondhand car magazine and operating the largest EC site of secondhand car.
www.goo-net.com*

UI/UX Designer, UX Researcher

- ♦ Founding member of UI/UX team.
- ♦ Cooperate with Big Data team, Plan and implement A/B testing with Eye Tracking and Usability testing.
- ♦ Design lead, Renewal of EC site and Mobile applications.
- ♦ Planning Design and direction of new car site.
- ♦ Enlightenment activities of UI/UX.

Bravesoft co., Ltd, Tokyo

Sep 2013- Oct 2014

A contract development company with experience developing 400 mobile applications.

UI/UX Designer, Development Director

- ♦ Founding member of UI/UX team.
- ♦ The total number of development projects involved is more than 30 cases.
- ♦ Charged project from Ministry of Health, Labor and Welfare as a Director, system Maximum 40 million users.

Youmedia co., Ltd, Tokyo

Apr 2011-Aug 2013

The largest comic event company of Japan, Holding more than 300 times Comic events per year, More than 1 million users per year.

Project Manager, Web Director, Manager of Mail-Order Warehouse

- ♦ Establish web site production subsidiary in Taiwan.
- ♦ Establish a web site production team in China.
- ♦ Organization building, member education.
- ♦ Management of web designers.
- ♦ Direction of web site creation.
- ♦ Operated Mail-Order Site of Comics, and Managed 50 part-time in Warehouse.

EDUCATION

Leader Course, Coach Academia, Tokyo (Oct 2018-Oct 2019)

Completion of Web creative major, Tokyo Designplex Institute, Tokyo (Feb 2014-Aug 2014)

Master of International Studies, Mejiro University, Tokyo (Apr 2008-Mar 2011)

Bachelor of International Studies, Keiai University, Chiba (Apr 2002-Mar 2008)